

TENANT SIGNAGE DESIGN CRITERIA SUMMARY

PROJECT NAME: Hayden Ferry Lakeside

PROJECT ADDRESS: Parking Structure P1/R2 - 68 East Rio Salado Parkway

Building B1 - 80 East Rio Salado Parkway

Building B2 - 60 East Rio Salado Parkway

Building B2 Annex - 50 East Rio Salado Parkway

Building B3 - 40 East Rio Salado Parkway

TENANT SIGN TYPE: 1 - PRIMARY OFFICE TENANT SIGNAGE

ILLUMINATION: Individual internally illuminated letters
MATERIALS: Pan letters with open color plex faces and natural brushed aluminum returns
CONSTRUCTION: Aluminum cabinet with steel inner framework structure
LETTER STYLE: Tenant Copy: Open to individual tenant logotype
LOGO: Tenant Names: Logotype and logo graphics may be used.
COLOR: Pan letters with open color plex faces and natural brushed aluminum returns
SIZE: Overall sign envelope maximum: 100' 0" x 6' 6"
Maximum letter cap height - 6' 6"
INSTALLATION: On architectural sign band railing structure on top of each of the three office buildings. Four sign locations for buildings B1 and B2 are permitted, two on each main elevation, with only two tenant names overall. Four sign locations for building B3 are permitted, two on the west elevation and two on the east elevation, with only two tenant names overall. Signage to be positioned no closer than 10'-0" from either the left or right frame opening (shown on sheets 19 and 27).
VARIANCES: Tempe City Council variance #SPD2002.24 / #CC020012 (4/18/02) allows: (a) a maximum area of 650 sf for each of these six signs; and (b) the following maximum heights for these signs: **B1**: 122' for each sign; **B2**: 185.5' for each sign; and **B3**: 157.25' for each sign.
NOTE: Design Review Board approval on 12/5/01 (DRB01278/DS011023) was on the condition that engineering plans be submitted to the Building Safety Division for approval prior to submitting for sign permits.
(Refer to detail drawing on sheet 19a)

TENANT SIGN TYPE: 2 - SECONDARY OFFICE TENANT SIGNAGE

ILLUMINATION: No illumination
MATERIALS: Natural brushed aluminum individual reverse pan dimensional letters
CONSTRUCTION: Natural brushed aluminum individual reverse pan dimensional letters (Returns 3")
LETTER STYLE: Tenant Copy: Open to individual tenant logotype
LOGO: Tenant Names: No logo graphics, logotypes only to be used
COLOR: Tenant Names: Natural brushed aluminum finish
SIZE: Overall sign envelope maximum: 41' 0" x 2' 3"
INSTALLATION: On architectural sign band on main office building facades above ground level arcade. 18 total. **B1**: 4 locations (sheet 26,27). **B2**: 8 locations (sheets 29,30, 31) **B3**: 6 locations (sheet 34). Sign height on building is approx. 18' 8" above finished grade.
VARIANCE: Tempe City Council variance #SPD2002.24 / #CC020012 (4/18/02) allows a maximum sign area of 92.25 sf (for each of the 13 signs)

TENANT SIGN TYPE: 3 - OFFICE ARCADE RETAIL TENANT SIGNAGE

ILLUMINATION: Internally illuminated cabinets with routed graphics or applied individual internally illuminated graphics
MATERIALS: Sign cabinet is natural brushed aluminum

CONSTRUCTION: Tenant graphics are routed or fabricated aluminum pans
Aluminum cabinet with steel inner framework structure
Routed, plexbacked tenant graphics or applied individual tenant graphics that are front face illuminated or halo illuminated

LETTER STYLE: Tenant Copy: Open to individual tenant logotype

LOGO: Tenant Names: Open to individual tenant logo graphics and/or logotypes

COLOR: Sign cabinet: Natural brushed aluminum finish
Tenant Names: Open to individual tenant colors

SIZE: Overall Sign cabinet: 10' 0" x 1' 11"
Tenant Sign Area: 4' 0" x 3' 0" or
8' 0" x 1' 6" (see sheet 25)

INSTALLATION: Suspended between arcade columns at office building ground level arcades.
Sign is located in alignment with tenant entry on glass wall inside arcade.
19 total. **B1**: 6 locations (sheet 26,27). **B2**: 7 locations (sheets 29, 30, 31). **B3**: 6 locations (sheet 34). Sign is suspended approx. 8' 0" above finished grade.
(Refer to detail drawing on sheet 21a)

TENANT SIGN TYPE: 4 - B1 ROTUNDA RETAIL TENANT SIGNAGE

ILLUMINATION: Individual internally illuminated letters or graphics

MATERIALS: Fabricated aluminum pans

CONSTRUCTION: Applied individual tenant graphics that are either open pans with plex faces, front face illuminated or reverse pans, halo illuminated

LETTER STYLE: Tenant Copy: Open to individual tenant logotype

LOGO: Tenant Names: Open to individual tenant logo graphics and/or logotypes

COLOR: Tenant Names: Open to individual tenant colors

SIZE: Tenant Sign Area maximum: 71' 0" x 2' 6" (see sheet 25)

INSTALLATION: One sign, applied to B1 rotunda spandel sign band. One tenant only to be represented in this location. Sign height is approx. 18'- 4" above finished grade.

VARIANCE: Tempe City Council variance #SPD2002.24 / #CC020012 (4/18/02) allows a maximum sign area of 184 sf.
(Refer to detail drawing on sheet 22)

TENANT SIGN TYPE: 5/5a - PRIMARY RETAIL TENANT SIGNAGE

ILLUMINATION: Individual internally illuminated letters or backlit specialty cabinets

MATERIALS: Fabricated aluminum or steel pans, or metal specialty cabinets

CONSTRUCTION: Applied individual tenant graphics that are either open pans with plex faces, front face illuminated or reverse pans, halo illuminated. Or, specialty cabinets with routed, plex backed, backlit graphics upon Owner's approval.

LETTER STYLE: Tenant Copy: Open to individual tenant logotype

LOGO: Tenant Names: Open to individual tenant logo graphics and/or logotypes

COLOR: Tenant Names: Open to individual tenant colors

SIZE: Tenant Sign Area maximum: 13' x 2'-6" max. OR 9'-0" x 3'-7 1/2" max (see sheet 25)

INSTALLATION: Mounted with centerline of overall sign area even with centerline of provided raceway recess. Sign height is approximately 17'-1" above finished grade.
13 signs. **B1**: 6 locations (sheets 26-28). **B2**: 7 locations (sheets 29-32). **R2**: 10 locations (sheet 35)
(Refer to detail drawing on sheet 23a)



TENANT SIGN TYPE: 6 - BUILDING ADDRESSES

ILLUMINATION: Non-illuminated
MATERIALS: Fabricated aluminum with brushed face and returns
CONSTRUCTION: Reverse pans - 3" returns . Direction and street names - FCO letters -3/8" thick.
LETTER STYLE: Humanist Bold
LOGO: N/A
COLOR: Natural Brushed Aluminum
SIZE: 24" numerals - 6" street addresses
INSTALLATION: Sign height is approx. 18'-8" above finished grade. 20 signs. **BI**: 5 locations (sheets 26-27). **B2 and B2 Annex**: 7 locations (sheets 29, 30, 31). **B3**: 5 locations (sheet 33,34). **PI**: 3 locations (sheet 35,36) **RI**: 1 location (sheet 36,37)
VARIANCES: NOTE: Tempe City Council variance #SPD2002.24 / #CC020012 (4/18/02) allows a maximum address numeral height of 24". Per the 12/5/01 Design Review Board approval (DRB01278/DS011023), building address number and text with halo illumination should be used, as shown, at main entrance to building(s). However, it is permissible to reduce the size of additional address numbers to 12", with the illumination source to be ambient lighting--subject to review and approval by CPTED staff.

TENANT SIGN TYPE: 7 - B2 ANNEX RETAIL FACADE TENANT SIGNAGE

ILLUMINATION: Individual internally illuminated letters or backlit specialty cabinets
MATERIALS: Fabricated aluminum or steel pans, or metal specialty cabinets
CONSTRUCTION: Applied individual tenant graphics that are either open pans with plex faces, front face illuminated or reverse pans, halo illuminated. Or, specialty cabinets with routed, plex backed, backlit graphics upon Owner's approval.
LETTER STYLE: Tenant Copy: Open to individual tenant logotype
LOGO: Tenant Names: Open to individual tenant logo graphics and/or logotypes
COLOR: Tenant Names: Open to individual tenant colors
SIZE: Tenant Sign Area maximum: 20' x 2'-6" max. OR 14'-0" x 3'-6" max (see sheet 25a)
INSTALLATION: Mounted with centerline of overall sign area even with centerline of provided raceway recess. Sign height is approximately 17'-1" above finished grade. 2 signs. **B2 Annex**: (sheet 29). (Refer to detail drawing on sheet 23a)

TENANT SIGN TYPE: 8 - RI ROTUNDA RETAIL TENANT SIGNAGE

ILLUMINATION: Individual internally illuminated letters/ and or graphics
MATERIALS: Fabricated aluminum pans
CONSTRUCTION: Applied individual tenant graphics that are either open pans with plex faces, front face illuminated or reverse pans, halo illuminated.
LETTER STYLE: Tenant Copy: Open to individual tenant logotype.
LOGO: Tenant Names: Open to individual tenant logo graphics and/or logotypes.
COLOR: Tenant Names: Open to individual tenant colors.
SIZE: Tenant Sign Area maximum: 3' x 60'-0" (see sheet 25a)
INSTALLATION: One sign applied to rotunda spandrel sign band. One tenant only to be represented in this location . Sign height is approx. 20'-0" above finished grade - to be finalized upon further architectural facade development
VARIANCE: Tempe City Council variance #SPD2002.24 / #CC020012 (4/18/02) allows a maximum sign area of 180 sf.
(Refer to detail drawing on sheet 25b)

HAYDEN FERRY LAKESIDE

TENANT SIGN TYPE: 9 - R1 RETAIL TENANT SIGNAGE (ADJ. TO ROTUNDA)

ILLUMINATION:	Individual internally illuminated letters/ and or graphics
MATERIALS:	Fabricated aluminum pans
CONSTRUCTION:	Applied individual tenant graphics that are either open pans with plex faces, front face illuminated or reverse pans, halo illuminated.
LETTER STYLE:	Tenant Copy: Open to individual tenant logotype.
LOGO:	Tenant Names: Open to individual tenant logo graphics and/or logotypes.
COLOR:	Tenant Names: Open to individual tenant colors.
SIZE:	Tenant Sign Area maximum: 3' x 24'-9" (75% of overall sign band of 33' - see sheet 25a)
INSTALLATION:	Two Signs. Mounted at a consistent height to the bottom of the sign cabinet- at approx. 16'-0" - to be finalized upon further architectural facade development. (Refer to detail drawing on sheet 25b)

TENANT SIGN TYPE: 10 - R2 GARAGE ARCADE RETAIL TENANT SIGNAGE

ILLUMINATION:	Internally illuminated cabinets with routed graphics or applied individual internally illuminated letters
MATERIALS:	Sign Cabinet is natural brushed aluminum Tenant graphics are routed or fabricated aluminum pans.
CONSTRUCTION:	Routed, plexbacked tenant graphics or applied individual tenant graphics that are front face or halo illuminated
LETTER STYLE:	Tenant Copy: Open to individual tenant logotype.
LOGO:	Tenant Names: Open to individual tenant logo graphics and/or logotypes.
COLOR:	Tenant Names: Open to individual tenant colors.
SIZE:	Overall measurements 10'-0" x 1'-11"
INSTALLATION:	10 signs on R2. Mounted a consistent height above grade - 8'-0" min. (Refer to detail drawing on sheet 25c)

TENANT SIGN TYPE: 11 B3 EAST /B2 ANNEX RETAIL ARCADE TENANT SIGNAGE

ILLUMINATION:	Individual internally illuminated letters/ and or graphics
MATERIALS:	Fabricated aluminum pans
CONSTRUCTION:	Applied individual tenant graphics that are either open pans with plex faces, front face illuminated or reverse pans, halo illuminated. If halo illuminated, back panel for appropriate light reflection must be used. Include a backer element to shield light and inner structure/electronics on backside facing glass wall.
LETTER STYLE:	Tenant Copy: Open to individual tenant logotype.
LOGO:	Tenant Names: Open to individual tenant logo graphics and/or logotypes.
COLOR:	Tenant Names: Open to individual tenant colors.
SIZE:	Tenant Sign Area maximum: 2'-6" x 16'-6" (75% of overall sign band of 22' - see sheet 24a)
INSTALLATION:	7 signs. 1 on B2 Annex ,(sheet 29), 6 on B3 (sheet 33,34), Mounted at a consistent centerline height to architectural elements pre-designed expressly for signage.



TENANT SIGN TYPE: I2- B2 ANNEX RETAIL SIGNAGE

ILLUMINATION:	Individual internally illuminated letters or backlit specialty cabinets
MATERIALS:	Fabricated aluminum or steel pans, or metal specialty cabinets
CONSTRUCTION:	Applied individual tenant graphics that are either open pans with plex faces, front face illuminated or reverse pans, halo illuminated. Or, specialty cabinets with routed, plex backed, backlit graphics upon Owner's approval.
LETTER STYLE:	Tenant Copy: Open to individual tenant logotype
LOGO:	Tenant Names: Open to individual tenant logo graphics and/or logotypes
COLOR:	Tenant Names: Open to individual tenant colors
SIZE:	Tenant Sign Area maximum: 9'x15' max. (see sheet 25a)
INSTALLATION:	Mounted with centerline of overall sign area even with centerline of provided raceway recess. 2 sign2. B2 and B2 Annex : (sheet 30). (Refer to detail drawing on sheet 23a)

TENANT SIGN TYPE: I3-B1/B2 RETAIL TENANT CORRIDOR BLADE SIGNAGE

ILLUMINATION:	External, as part of general illumination for pedestrian corridor
MATERIALS:	Blue metallic painted aluminum panel Natural brushed-aluminum fins and vinyl letters
CONSTRUCTION:	Aluminum fin structure with integral aluminum tenant panel Letters are FCO aluminum
LETTER STYLE:	Tenant Identification: Open to individual tenant logotype
LOGO:	None Tenant Names: No logo graphics, logotypes only to be used
COLOR:	Tenant Names: White
SIZE:	Tenant Panel: 2' 4" x 8" Tenant name letter cap height - 2 1/4"
INSTALLATION:	8 signs, positioned north of project entry drive roundabout along project pedestrian corridor.

TENANT SIGN TYPE: I4 - R2 GARAGE RETAIL TENANT SIGNAGE @ PARAPET

ILLUMINATION:	Individual internally illuminated letters or backlit specialty cabinets
MATERIALS:	Fabricated aluminum or steel pans, or metal specialty cabinets
CONSTRUCTION:	Applied individual tenant graphics that are either open pans with plex faces, front face illuminated or reverse pans, halo illuminated. Or, specialty cabinets with routed, plex backed, backlit graphics upon Owner's approval.
LETTER STYLE:	Tenant Copy: Open to individual tenant logotype
LOGO:	Tenant Names: Open to individual tenant logo graphics and/or logotypes
COLOR:	Tenant Names: Open to individual tenant colors
SIZE:	Tenant Sign Area maximum: 15' x 2'-9" max. (see sheet 25a)
INSTALLATION:	Mounted with centerline of overall sign area even with centerline of building fascia. Sign height is approximately 15'-0" above finished grade. 13 signs. B1 : 6 locations (sheets 26-28). B2 : 7 locations (sheets 29-32). R2 : 10 locations (sheet 35) (Refer to detail drawing on sheet 23a)

